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Towards Improved Business Correspondence

Speed, accuracy, improved customer relations and administrative procedures . . . all important ingredients in successful business operations. Xerox 813® and 914® Copiers are adding immeasurably to this picture (described in three examples here). Additionally, a simple feasibility study—a comparison between carbon copies and xerocopies—is explained. We suggest you read it. The study could save you precious time . . . and money.

A Quick Reply System

Eliminate backlogs of correspondence, phone calls from customers, lost letters. Cash losses and time lapses in reviewing and answering business correspondence can be appreciably lessened through the use of a Xerox copier. Using this simple method . . .



Separate letters that can be answered quickly from your incoming stack.



Pencil replies directly in the margins or on the bottom of the letter.

Advantages

The majority of letters can be answered at a first reading.

Using a Xerox copier, typing, proofreading and corrections are eliminated.

Saves time. Businessmen and secretaries have more time to devote to other duties.

Speeds communications. The sender receives a faster reply.

Reduces file space 50 per cent. A xero-copy of the original contains both incoming and outgoing information on a single sheet of paper.

Eliminates the chance of typographical errors.



s for your file.



Return the original to the sender.

Cross-Reference Files

Modern business demands mean speed. Efficient secretaries know that fast correspondence retrieval can be assured only by filing copies of documents in cross-reference locations.

Traditionally, secretaries type carbon copies of all outgoing correspondence for file retention. However, incoming correspondence poses a different problem. Additional copies are either typewritten or cross-referencing is abandoned.

Xerox copies readily solve the problem of establishing and maintaining cross-reference files.



Using a template or overlay, a routing or file code block can be added in a corner of the correspondence.

Advantages

There is no chance of "missed" information.

Xerox copiers even copy colors.

Xerocopies are ready for routing or filing as soon as they emerge from the copier. No wet chemicals to contend with.

Copies can be made of pictorial material accompanying the correspondence—drawings, charts, graphs.



Correspondence is copied
r.



File the correspondence.

Customized Form Letters

Most business correspondence falls into certain standard categories. For this reason, many companies are finding form letters the fastest method of response to such important correspondence as customer inquiries, acknowledgments, requests for information. However, there are many disadvantages to the use of form letters . . . too impersonal . . . indicates a shortcut has been taken . . . too easily identified. A typed address can be noticeably different than the printed body of a letter. Using one of two Xerox-suggested methods, the appearance of form letters is improved while the need for printing large quantities is eliminated.



Select the appropriate form letter from an original maintained in a file folder.



Type the recipient's name and address on a small gum-backed label.



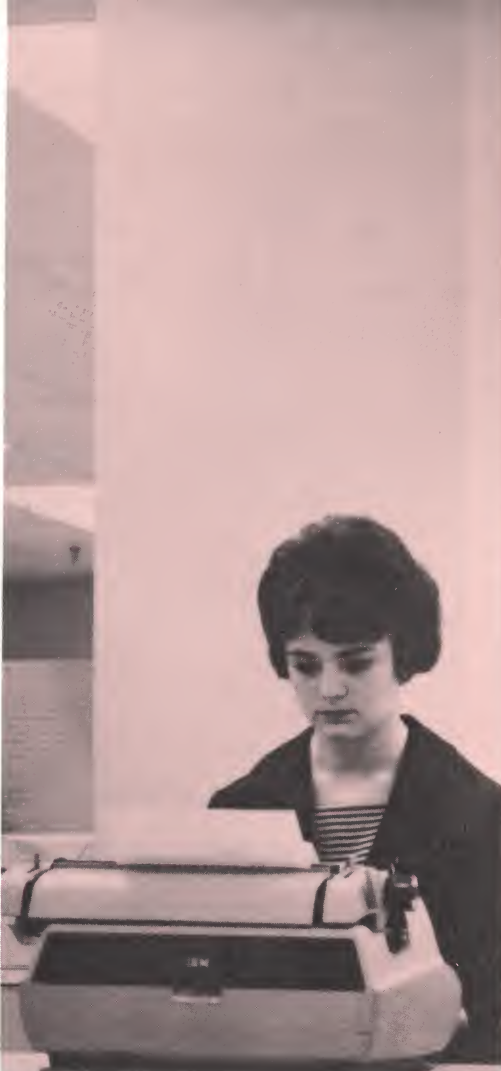
By moistening a small spot, attach the label to the letter.



Select the appropriate form letter from your file.



Make a xerocopy (intermediate) on blank paper.



Type the recipient's name and address on the intermediate xerocopy . . . the same type face as the body copy.



Make xerocopies from the intermediate copy on your own letterhead.



Type the recipient's name on an envelope.



Mail the letterhead copy.



Retain the intermediate and other copies in your correspondence files. The blank form letter is returned to the file folder with the rest of your form letters.

Advantages (Method B)

Does not look like a form letter.
Shadow lines do not appear on the copy.
Only one copy of the form letter is retained.
No expensive inventory of letters needed.
Form letters are easily altered. New ones
can be quickly added to the letter file.
Cuts down on dictating, typing, proofreading time.
Better service is provided to customers and prospects.

XEROX

Some facts about
Carbon Paper ...
and a simple test

XEROX

July 12, 1965

Mr. T. Nelson
Systems Consultant
Box 32
Schooleys Mountain, New Jersey

Dear Mr. Nelson:

Thank you for your request for a copy of our recent publication, "Creative Copying in Business Correspondence".

In this brochure are described ways that Xerox Copiers -- the Copiers that use ordinary, unsensitized paper permitting you to make copies on preprinted forms or colored stock -- can be used to create new paperwork. These are just a few of the ways you can use a Xerox Copier. Your Xerox representative can show you applications pertinent to your own business.

We have asked him to contact you for an appointment soon. A brief chat with him will be time well spent.

Thanks again for your interest in Xerox -- and Creative Copying.

Cordially yours,



C. J. Clarke, Manager
Product Marketing

CJC:is

Encl.

cc: Xerox Corporation
271 Sheffield Street
Mountainside, New Jersey 07092

XEROX

Some facts about Carbon Paper... and a simple test

December 2, 1964

Mr. J. J. Johnston

Mr. J. J. Johnston

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Many Xerox customers are finding out every day that xerocopies can be cheaper than carbon copies. Do you need proof? Make a simple time study right in your office. All you need is a wrist watch. Enclosed is a test worksheet for your convenience. 

Why Carbon Copies Cost More

When your secretary uses carbon paper:

Preparation time is longer.

Typing is slower to insure fewer mistakes.

Mistakes mean multiple, time consuming corrections.

Valuable time is wasted proofreading.

More time is spent finishing and cleaning up.

Test Worksheet

a Cost of Carbon Copies

secretary's time
(in minutes) (1)

her hourly rate (2)

cost per sheet
(carbon paper) (3)

times each carbon
sheet is used (4)

$$\begin{array}{c} \text{cost for 6 copies} \\ \text{(original and} \\ \text{5 carbons)} \end{array} = \frac{(1) \times (2)}{60 \frac{\text{min.}}{\text{hr.}}} + \frac{5 \times (3)}{(4)} = \begin{array}{c} \text{a} \\ \$ \end{array} \boxed{}$$

b Cost of 6 Copies by Xerography

secretary's time
(in minutes) (1)

her hourly rate (2)

$$\begin{array}{c} \text{cost for 6 copies} \end{array} = \frac{(1) \times (2)}{60 \frac{\text{min.}}{\text{hr.}}} + \left(\begin{array}{c} 5 \text{ copies} \\ \times \$.05^* \end{array} \right) = \begin{array}{c} \text{b} \\ \$ \end{array} \boxed{}$$

c Cost Savings

$$\begin{array}{c} \text{a} - \text{b} = \text{c} \end{array} \quad \begin{array}{c} \text{c} \\ \$ \end{array} \boxed{}$$

*Xerocopies cost from 4½ to 5½ cents each (including supplies and paper) depending on volume

How to Figure the Cost of Carbon Copies in Your Office

- . Select a typing job one page long.
- . Explain to your secretary that she is to type this page without interruption. (If necessary, offer to answer the phone yourself.) Ask her to type and proofread a single-spaced copy of the original and to make five carbon copies. Tell her to bring you the completed copies when she is done.
- . Time her. Include: pulling carbon paper from package, interleaving carbons and paper, registering paper in typewriter and returning carbon paper to package.
- . Ask her how many times she uses each sheet of carbon paper before she throws it away. Find out what you pay for each sheet, and calculate the cost per copy for carbon paper. (If your secretary uses carbon sets, determine the cost of each.) Multiply by five sheets to compute the cost.
- . Calculate the labor cost involved in producing six copies by multiplying your secretary's hourly rate by the time (in hours) it took her to do the job.
- . Add the labor and carbon paper costs together to arrive at the total cost of the job.



How to Figure the Cost of a Single Typewritten Copy

- Several hours after your secretary has taken the first test, ask her to type a single copy of the same document. As before, she should do the job without interruption and bring you the completed copy when she is done. Don't forget to have her proofread the final copy.
 - Time her during this operation.
 - Multiply her time by her hourly rate to determine the cost of doing the job.
-

How to Figure the Cost of a Xerocopy

- . Compare the total cost of doing the job each way. Subtract the second method from the first.
- . Xerocopies cost $4\frac{1}{2}\text{¢}$ to $5\frac{1}{2}\text{¢}$ each (depending on volume). This cost includes all supplies - even paper.
- . In order to produce five xerocopies using the second method, the total cost would be approximately 5¢ times 5 copies, or 25¢ .
- . If the difference in cost between the first and second method is more than 25¢ , you will save money with a Xerox copier.

Additional Values

- . Because they are exact copies of the original, xerocopies insure that all copies are correct.
- . By spending less time handling and collating carbon copies, your secretary has more time to devote to other duties.
- . No longer is there messy carbon paper to handle. No soiled hands or clothes ... fringe benefits you can't overlook.
- . Copies are as clear and sharp as the original ... no one has to get an unreadable carbon copy of any document. (Have you ever tried to read the seventh carbon copy of a letter?)
- . You can make as many copies as needed for distribution - without ever retyping.



Xerox Corporation, Rochester, New York 14603

Printed in U.S.A. X9-215

